IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A system for placing an advertisement on the monitor of a computer of a user of an Internet Service Provider connected to the computer via a connection having a connection speed, comprising:

a) an Internet server;

b) at least one application logic set stored on said server, each of said application logic sets being provided with means for causing a browser of said user to display said advertisement in a non-dismissible and temporary browser window on said monitor for a predetermined time period;

c) a registration means for accepting a request from said user to become a registered user;

d) a registered user database on said database for storing registered user information and computing and storing said registered user's advertisement viewing history; and

e) a compensation means for compensating said registered user for receiving said advertisement,

whereby access by said user of said Internet Service Provider triggers display of said advertisement in a temporary and non-dismissible window on said monitor for a predetermined time period and effects compensation of said registered user; and

whereby upon registration, said registered user surrenders any option to decline to receive said advertisements during said access to said Internet Service Provider.

2. (original) A system as recited by claim 1, wherein said application logic set is further provided with means for determining the connection speed of said user and selecting an advertisement type best matched therewith, so that users having high-speed connections are presented with full multimedia advertisements while users with slower connection speeds receive advertisements that are less multimedia intensive and download quickly.

3. (original) A system as recited by claim 1, wherein said user's monitor has a top half, and said advertisement is presented in a browser window filling the top half of the monitor.

4. (currently amended) A system as recited by claim 1, wherein at least one application set comprises means for generating a series of advertisements in a non-dismissible and temporary browser window on said monitor, each advertisement being displayed for a predetermined time period.

5. (original) A system as recited by claim 1, wherein at least one application set further comprises means for delaying display of said advertisement for a predetermined time period.

6. (previously amended) A system as recited by claim 1, wherein said registration means comprises at least one web page comprising a register button adapted to be placed in an "on" condition to thereby provide a registration window for receiving said user's request to become a registered user and said registered user's demographic information.

7. (previously amended) A system as recited by claim 1, wherein said non-dismissible and temporary browser window has at least one page comprising a "more information" button adapted to be placed in an "on" condition, thereby initiating a one time emailing of additional information concerning the advertisement to the user, said information containing additional links to the advertising company's website, or for purchase of coupons and/or other purchase incentives.

8. (currently amended) A method for advertising to a user of an Internet Service Provider, comprising the steps of:

a)   accessing said Internet Service Provider;

b)   sending an advertisement to said user;

c)   accepting a request from said user to become a registered user;

d)   displaying said advertisement in a browser window on a monitor of said registered user, said window being non-dismissible and temporary and displayed for a predetermined time period, and whereby upon registration, said registered user surrenders any option to decline to receive said advertisements during said access to said Internet Service Provider; and

e)   compensating said user for receiving said advertisement provided said user has previously become a registered user.

9. (canceled)

10. (previously amended) A method as recited by claim 8, wherein said advertisement comprises a series of advertisements.

11. (previously amended) A method as recited by claim 8, wherein said monitor has a top half, and said window fills the top half of said monitor.

12. (previously amended) A method as recited by claim 8, further comprising the step of displaying said advertisement window occurs after the user moves from one page or program to another.

13. (previously amended) A method as recited by claim 8, further comprising the step of displaying said advertisement window occurs after the user closes a program on their computer.

14. (previously amended) A method as recited by claim 8, wherein the step of displaying said advertisement window is delayed for a predetermined time.

15. (currently amended) A method for advertising to a user of an Internet Service Provider, comprising the steps of:

a)   accessing said Internet Service Provider;

b)   accepting a request from said user to become a registered user;

c)   matching an advertisement to a profile stored in a registered user data base;

d)   sending said matched advertisement to said registered user;

e)   displaying said matched advertisement in a browser window on a monitor of said registered user, said window being non-dismissible and temporary_and displayed for a predetermined time period, and whereby upon registration, said registered user surrenders any option to decline to receive said advertisements during said access to said Internet Service Provider; and

f)   compensating said registered user for receiving said advertisement.

16. (currently amended) A method for advertising to a user of an Internet Service Provider, wherein said user has a computer having a processor speed and a monitor and being adapted to be connected to the Internet via a connection having a connection speed, the method comprising the steps of: :

a)   accessing said Internet Service Provider;

b)   accepting a request from said user to become a registered user;

c)   determining said connection speed of said registered user;

d)   selecting an advertisement type appropriate for said connection speed;

e)   sending said selected advertisement to said registered user;

f)   displaying said advertisement in a browser window on the monitor of said registered user, said window being non-dismissible and temporary_and displayed for a predetermined time period, and whereby upon registration, said registered user surrenders any option to decline to receive said advertisements during said access to said Internet Service Provider; and

g)   compensating said registered user for receiving said advertisement.

17. (previously amended) A method as recited by claim 16, wherein:

said determining step further comprises determining said processor speed; and

said advertisement type is selected appropriate for said connection speed and said processor speed.

18. (previously amended) A system as recited by claim 2, wherein said connection is wireless.

19. (previously amended) A method as recited by claim 16, wherein said connection is wireless.

20. (previously presented) A system as recited by claim 6, further comprising selecting means for selecting said advertisement based on said registered user's demographic information.